

663

REPORT TO CITY CLERK  
SPECIAL DESIGNATED LICENSE APPLICATION

☒ Police  
☐ City Attorney  
☐ Bureau of Fire Prevention  
☐ Health Dept.

DATE:06/27/02

RETURN BY:07/24 /02

CATERER XX

NON-CATERER

APPLICANT: **PERSHING CENTER**

APPLICANT'S ADDRESS: **226 CENTENNIAL MALL SOUTH**

ADDRESS OR LOCATION OF PREMISES TO BE COVERED BY LICENSE : **226 CENTENNIAL MALL SOUTH: N STREET FROM 16<sup>TH</sup> TO ABOUT MID BLOCK BET 15 & 14. AND CENTENNIAL MALL FROM O TO N STREETS EXCEPT LEAVING ALLTEL DROP OFF LANE & THE ST APPROACHING YWCA ALLEY OPEN.**

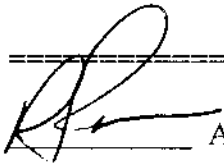
DATE(S) OF EVENT:**AUGUST 15 THROUGH AUGUST 18, 2002**

TIME(S) OF EVENT : ~~11:00 AM TO 11:59 PM, 8/15 & 8/17, 8/18: NOON TO 11:59 PM.~~  
**Thur 8/15 4p-12 A.M. FRI-Sat: 11 am- 12 am; Sun: 12p- 5p.**

TYPE OF EVENT: **CAPITAL CITY RIBFEST**

DETAILS ON ATTACHED APPLICATION.

RECOMMENDATION OF APPROVAL OR DENIAL

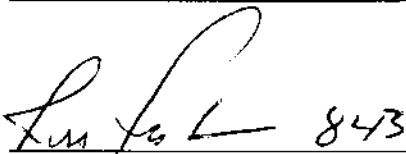


APPROVED

CONDITIONS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ DENIED

REASON(S) FOR \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Signature

7-1-02

Date

(If needed, use back for additional space)

**PUBLIC HEARING BEFORE COUNCIL: 7/29/02**

(SDLRPT.JER)

663

A2-072639

**APPLICATION FOR SPECIAL DESIGNATED LICENSE**  
**NEBRASKA LIQUOR CONTROL COMMISSION**  
P.O. Box 95046, Lincoln NE 68509

APPLICANT MUST COMPLETE  
ALL SECTIONS OF THIS FORM

ALL ISSUED LICENSES ARE MAILED TO LOCAL CLERKS WHERE THE EVENT IS HELD

- All Applications must be received in the Commission Office 10 working days (excluding holidays) prior to the date of the event.
- Complete and return **THE ORIGINAL WITH A DUPLICATE** to the Nebraska Liquor Control Commission.
- A license fee of \$40 (payable to Nebraska Liquor Control Commission) for each day.
- **LOCAL APPROVAL** must be included with this application.
- A Signed Statement from Local Police Chief or County Sheriff (question #12).
- **NON PROFIT CORPORATION MUST** include a letter from the IRS declaring that the corporation is exempt from payment of federal income taxes, or a copy of the corporation's federal income tax return, as filed with the IRS, of a statement (Page 3) signed by an officer of the corporation declaring that the copy of the tax return is a true and correct copy as filed with the IRS.

FILED  
CITY OF LINCOLN  
NEBRASKA  
JUN 25 PM 3:38

<b>1. Type of Beverage(s) to be served:</b>		
<input checked="" type="checkbox"/> Beer	<input type="checkbox"/> Wine	<input checked="" type="checkbox"/> Distilled Spirits
<b>2. Status of the Applicant (check one)</b>		
<input type="radio"/> Municipal Corporation	<input type="radio"/> Political Corporation	<input type="radio"/> Fine Arts Museum
<input type="radio"/> Religious Corporation	<input type="radio"/> Charitable Corporation	<input checked="" type="radio"/> Retail Licensee
<b>3. Name and Address of Corporation, Organization or Licensee obtaining license.</b>		
Name: <u>Pershing Center</u>		If licensee, give license # And Class (Example C/K) <u>24457</u>
Address: <u>226 Centennial Mall South</u>		
City: <u>Lincoln</u>	State: <u>Ne</u>	Zip Code: <u>68508</u>
County: <u>Lancaster</u>	County #: <u>2</u>	
<b>4. Address or location of premises to be covered by license.</b> <u>See att'd - Proposed St Closing</u>		
City: <u>Lincoln</u>	County #: <u>2</u>	Zip Code: <u>68508</u>
<b>5. Is this PREMISE currently licensed under the Nebraska Liquor Control Act?</b>		<input checked="" type="radio"/> Yes <input type="radio"/> No

**6. Name and Address of owner or lessee and name of principal occupant of the premises for which the license is requested.**

Owner Name:	The City of Lincoln
Principal Occupant Name:	SMG dba Pershing Center
Owner Address:	555 South 10th Street, Lincoln, Nebraska

**7. Please list the name and telephone number of the primary event supervisor, who will be present at the location of the event when it occurs, that can be contacted by law enforcement before and during the event, and who is responsible for ensuring that any applicable laws, ordinances, rules and regulations are adhered to.**

**Supervisor must sign on page 2.**

Supervisor Name:	Tom Lorenz
Telephone Number:	4024418744

**8. DATE(S) OF EVENT (If a Sunday, attach local Sunday Sales Ordinance and hours of consumption.)**

From:	(mm/dd/yy)	8/15/02
To:	(mm/dd/yy)	8/18/02

PLEASE INDICATE AN ALTERNATE DATE OR LOCATION IN THE EVENT OF BAD WEATHER

Alternate Date:	N/A
Alternate Location:	N/A

**9. Time(s) of event (example: 8am to 1am, this is considered one day)**

FROM:	11:00 am	<i>Thurs: 8/15: 4P-12A; FR: SAT (8/16, 8/17): 11A-12A Sun (8/18): 12P-5P</i>
TO:	11:59 pm	

**10. Describe the Type of Activity to be carried on during the time period for which the license is requested.**

Note: Only visible text will print.

Capital City Ribfest-8 rib vendors & 1 vegetable vendor serving pork ribs, sandwiches etc. Other food vendors selling funnel cakes cream etc. Beverage tent selling pop, malt b & spirit. Media events (ie. cash machine, li etc.)
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**11. Provide an estimated number of attendees at this event.** 37,000

If the number of attendees is over 250, attach a separate page indicating the steps that will be taken to prevent underage persons access to alcoholic beverages. *See attached*

**12. PLEASE ATTACH A SIGNED STATEMENT FROM YOUR LOCAL POLICE CHIEF OR COUNTY SHERIFF, WHICHEVER IS APPLICABLE, THAT LOCAL LAW ENFORCEMENT HAS BEEN**

SPECIAL DESIGNATED LICENSE APPLICATION  
SUPPLEMENTAL FORM

The Special Designated License process is not intended to be used as a means to expand the existing licensed premise.

Name of Event: Capital City Ribfest  
Applicant and Sponsoring Organization or Person (if applicable): SMG dba Pershing Center

Date of Event: Aug 15-18, 2002 Time of Event: Thur 4pm-12am Fri-Sat 11am-12am  
Sun 12pm-5pm

Has the applicant applied for and received liquor liability insurance? ☒ Yes ☐ No

Number of persons expected to attend: 37,000 Number of persons under 21 expected: 1,000  
Is the event open to the public? ☒ Yes ☐ No

How will you ensure that minors will not be served or consume beverages containing alcohol:  
Wristbands + paid Security Staff

Will food be served? ☒ Yes ☐ No If yes, please list food to be served: Ribs, Ice Cream  
Beans, Cole Slaw, Corn on Cob, Funnel Cake etc.

Will non-alcoholic beverages be served: ☒ Yes ☐ No If yes, please list non-alcoholic beverages to be served: Pop, Lemon Aid, Ice Tea

Please identify the beverages containing alcohol that will be served: ☐ Wine ☒ Beer  
☒ Distilled Spirits

Will this be a cash or complimentary bar? ☒ Cash ☐ Complimentary

Who will serve the beverages containing alcohol? paid pershing staff  
Have the designated servers received responsible beverage service training? ☒ Yes ☐ No

Will there be a charge for admission? ☒ Yes ☐ No

In the last 12 months, have you received notice of a liquor law violation that occurred during an event at which you were the special designated licensee? ☐ Yes ☒ No If so, explain:

PLEASE USE REVERSE TO PROVIDE A DRAWING

Thomas E. Drury  
Applicant's Signature

June 27, 2002  
Date



226 Centennial Mall South, Lincoln, NE 68508  
402-441-8744 • Fax: 402-441-7913  
[www.pershingauditorium.com](http://www.pershingauditorium.com)

## Capital City Ribfest August 15, 16, 17 & 18, 2002 Special Events Team Application Information

### Applicant

SMG dba Pershing Auditorium  
226 Centennial Mall South  
Lincoln, NE 68508  
402-441-8744 Administrative offices

### Contact Person

Thomas Lorenz  
General Manager  
441-8744 office 421-6823 home

### Description of event

The 6th Annual Capital City Ribfest is a four-day outdoor festival featuring Live Entertainment, sponsor exhibits and some of the finest BBQ ribs from around the nation. The main activity is eating BBQ ribs and other BBQ specialties from seven nationally famous rib vendors. Attendees also enjoy; a quality lineup of local and regional musicians featuring Country, Blues and Rock, participating with local media as they entertain on stage with a variety of music and contests, snacking on funnel cakes and ice cream, cooling off with a cold soft drink, beer or other adult beverage, exploring the sponsor areas for recipe ideas, product demonstrations, sample tasting or learning about services available here in Lincoln.

### Location

The proposed location is from the Northeast corner of Pershing Auditorium, North across "N" street to the Federal Parking Garage. The perimeter continues west to the edge of the Federal Parking Garage, north along the Federal garage to



even with the YWCA alley, west across Centennial Mall to the middle of the street. It continues south to "N" street then west to the sidewalk east of the YWCA, west about 150', south across "N" street, then east to the West edge of Centennial Mall. Continue south to the ALLTEL alley, southeast to the center of Centennial Mall, south to "M" street and finally east to the SE ramp of Pershing along the south side of Pershing. Most of the activities will be occurring on the sidewalks, grassy areas and streets adjacent to Pershing Auditorium.

#### Dates and times

Proposed date is August 15, 16, 17 and 18, 2002. Festival times are set at Thursday from 4:00 p.m. until 11:59 p.m., Friday 11:00 a.m. until 11:59 p.m., Saturday 11:00 a.m. to 11:59 p.m. and Sunday 12:00 noon until 5:00 p.m. No alternative times are proposed because of other city and regional festivals, auditorium scheduling conflicts and vendor scheduling.

#### Proposed street closing — *Area of Liquor License*

We are requesting that we be allowed to close "N" street from 16th street to about the middle of the block between 15th and 14th. And Centennial Mall from "O" street to "M" street except leaving the Alltel drop off lane and the street approaching the YWCA alley open. We request that the street closure begins at 4:00 p.m. on Wednesday, August 14th thru 6:30 a.m. Monday, August 19th. We are requesting that the intersection of Centennial Mall and "N" street be completely closed again this year.

#### Sponsors

This event is sponsored and produced by Pershing Auditorium / SMG. Other corporate entities have been solicited for consideration to offset costs for advertising and production. The corporations and organizations currently committed to participating include the Nebraska Pork Producers, Chip Davis's BRY Brushless Baste, Windsor Canadian, The Lincoln Journal Star and T.O. Haas Tires.

#### Attendance

We anticipate this year's attendance to be in the 32,000 to 37,000 persons range. Our attendance in 2002 was over 35,000 for the four days. We expect some growth from last year. We have added additional festival grounds along the south side of Pershing Auditorium, the grassy spaces. The last several years showed us the demographics of our attendees are mainly in the 25 - 49 age category.

## Promotion

This event will be promoted locally and regionally. Local television, radio and newspaper will be used extensively before and during the event. One radio station will be the prime sponsor presenting each day's events. General information about the promotional activities can be obtained at 441-8744. Pershing Auditorium's media contact person is Derek Andersen, Marketing Director at 441-7843. Signs will be used at the event. We will also be using our electronic message center. Banners will be affixed to the exterior of Pershing, the stage and perimeter fence. An initial estimate of the number of banners is 25+. Banner sizes are from 3'x4' to 6'x15'.

## Alcoholic Beverages

Pershing Auditorium plans to dispense alcoholic beverages. Specifically we will be offering beer, wine coolers and hard lemon-aid and a Windsor specialty drink during the entire event. Pershing will request a Special Designated License to extend our liquor license outside to fully enclose festival grounds. Contact persons for liquor license questions will be Tom Lorenz – General Manager and Sharon Mandery - Concessions Manager. All of the above are available at 441-8744. Trained Pershing Auditorium concession personnel from at least two separate locations on the festival grounds will dispense the liquor. Rand Wiese from the RHC prior to Ribfest will train the entire staff of Pershing. Pershing Auditorium has retained the right to be the exclusive provider of all beverages, alcoholic and non-alcoholic. Alcohol purchase and consumption will be limited to persons who have been wrist banded at a separate ID check station. The grounds will be patrolled by Pershing Security Staff, Pershing Professional Staff and off duty LPD officers. (Off duty police staffing numbers will again be determined with consultation with Captain Citta and any other appropriate LPD staff.) The entire festival grounds will be accessible to alcohol consumption. All staff that will be dispensing alcohol is trained in handling liquor. No untrained staff will be used to dispense beer or any other alcoholic beverage.

## Admission Information

Adults \$ 2.00 anytime.

Children (6 thru 11) \$ 1.00

Children 5 & under free with adult.

A special Friday promotion will allow free entry to everyone from 11:00 a.m. until 4:00 p.m. especially aimed at downtown employees during their lunch break.

## Facility Requirements

We will be using tents, trailers and a portable stage. The tents will be used for the rib vendors, concession areas and for sponsor displays and VIP areas. The stage

will have an all weather cover, lighting trusses and sound stacked on the stage. We propose to have twenty portable restrooms and two handicapped accessible restrooms. (Additional restrooms will be available inside the auditorium). Pershing will arrange for all trash removal. Pershing will also provide its own perimeter fencing and barricades.

#### Electronic Equipment and Lighting

We will have sound reinforcement on stage and a stage lighting system. We will be requesting a noise variance.

#### Personnel

The seven rib vendors, the blooming onion vendor and the Bry wing sales are paying for their sales spaces. The other food vendors are paying Pershing Auditorium a percentage of their gross sales. The rib vendors and the percentage vendors will be responsible for supervising and paying their own staffs. Any staff working for Pershing will be trained and paid by Pershing except for trained concession volunteer groups that may work a concession area for a percentage of their booths gross sales. Personnel training is conducted by SMG trained staff in consultation with local police and fire authorities, RHC and IAAM experts.

#### Security

Security will be provided by Pershing usher staff, Pershing peer security, and private uniform security and off duty City of Lincoln Police. On site medical services will again be provided by the Lancaster County Red Cross. Pershing will approach this event like any other concert or similar activity that we routinely produce. We will have perimeter security fences and controlled access points. Last year we were pleased to have a great success as well as a safe event.

#### Special Effects

There are no plans for fireworks or any similar effects. Also no live animals are forecast to be part of this event.

#### First Aid

First aid will be available throughout the entire festival. The first aid services of the American Red Cross Chapter of Lancaster County will be contracted. The first aid station will be inside of Pershing and also a cooling area will be available inside Pershing.



## Insurance

Quotes are again being gathered from a couple of different carriers who routinely cover similar events across the Central US. We will have insurance in force specifically for this event.

Tom Lorenz is available to meet with the events team at any mutually agreed upon time.

Tom Lorenz @ 441-8744.

**INFORMED IN ADVANCE OF THIS EVENT, AND IF THEY ARE AWARE OF ANY REASON THE EVENT SHOULD NOT OCCUR.**

**13. List the number of SDL's that you have applied for at this specific location in the last six months.**

0

**14. Description of the premises:**

- ☐ Inside Building  
☒ Outdoor Area

**Dimensions of area to be covered by license (in feet):**

Length:  Width:  *See attached*

**If outdoor area, how will promises be separated from areas open to the general public?**

- ☒ Fence  
☐ Tent  
☐ Other (if other, please explain below)

Note: Only visible text will print

Please draw in space provided, where liquors will be sold and consumed.

Other = includes building walls & garage wall

SEE ATTACHED

**15. Is the premises to be covered by the license located within the city/village limits?**

- ☒ Yes  
☐ No

**16. Is the premises to be covered by the license within 150 feet of any church, school, hospital, or home for the aged or indigent persons of for veterans, their wives or children?**

- ☐ Yes  
☒ No

**17. Explain how alcoholic liquors will be purchased by the licensee. If purchased from a retail licensee, please give the name and license number.**

Note: Only visible text will print

*See attached Current  
Alcior License*

**18. Will the premises to be covered by the license comply with all Nebraska sanitation laws?**

☒ Yes☐ No

19. Are there separate toilets for both men and women?

☒ Yes☐ No

20. Other information or requests by the applicant:

Note: Only visible text will print

Portable Toilets outside and Women / Men restrooms  
inside the building.

21. Will there be any games of chance operating during the event?

**NOTICE:** Only games of chance approved by the Department of Revenue, Charitable Gaming Division are permitted. All other forms of gambling are prohibited by State Law: There are no exceptions for Non Profit Organizations. This is only an application for a Special Designated License under the Liquor Control Act and is not a gambling permit application.

☒ Yes☐ No

22. I declare that I am the authorized representative of the above named license applicant and that the statements made on this application are true to the best of my knowledge and belief. I also consent to an investigation of my background including all records of every kind including police records. I agree to waive any rights or causes of action against the Nebraska Liquor Control Commission, the Nebraska State Patrol or any other individual releasing said information to the Liquor Control Commission or the Nebraska State Patrol. I further declare that the license applied for will not be used by any other person, group, organization or corporation for profit or not for profit and that the event will be supervised by persons directly responsible to the holder of this Special Designated License.

Sign Here Thomas J. Jurek  
Authorized Representative/Applicant

Title

Date

6/25/02Sign Here Thomas J. Jurek  
Supervisor

Title

Date

General Manager6/25/02

Print Form

Form 35-4121



'M' Street



16th Street S

Ramp to  
Exhibition Hall

Entry Tent

CR  
AN  
CE

Entry  
Stage

AUG. 17-20, 2000

Pershing  
Auditorium

RIBFEST

Entry to  
Arena Floor

Entry Tent

SPONSOR  
TENT

40 ft  
TENT

Box  
Lottery

ENTRANCE

Centennial Mall S

Food  
Vendor  
Area

STAGE

VENDOR PREP

ENTRANCE

Entry Tent

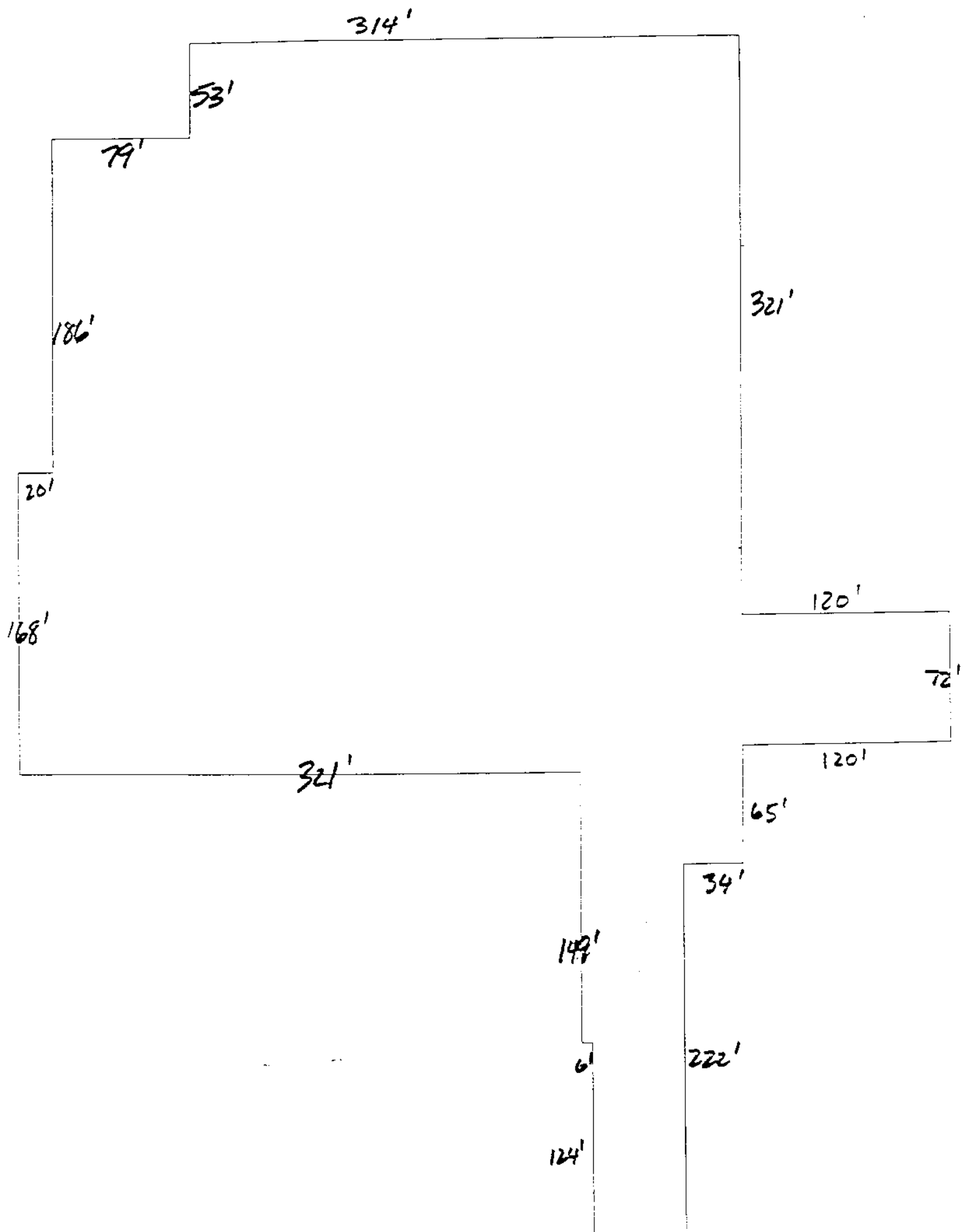
## **Ribfest SDL Area - Verbal Description**

See attached map for more detail.

Beginning on the south side of Pershing at the intersection of the ramp bridge and the south wall of the building go 53' south, 314' west, 321' north, 120' west, 72' north, 120' east, 65' north, 34' east, 222' north, 52' east, 124' south, 6' east, 149' south, 321' east, 168' south, 20' west, 186' south, 79' west to the beginning point. (See attached maps.)

This area covers "N" street from 16<sup>th</sup> to almost 14<sup>th</sup> street. Centennial Mall from "O" street to "M" street and the entire grounds of the city block on which Pershing Auditorium is situated.

Approximate area of the SDL is 184,588 square feet including Pershing Auditorium. The area of Pershing Auditorium that is included in the 184,588 square feet is 54,426 square feet.



314

79

186

14694

407

127,798

99

68

16632

120

8640

72

92

-4692

51

58

5684

98

127,798

16,632

14,694

8,640

6,448

5,684

4,692

184,588

124

6448

## Liquor License Application Details

With in the grounds of the SDL is a Special Designated Sampling Area. The attached map shows a detail of the Sample Area. The reason for the request is to accommodate the Nebraska Lottery so they can sell Lottery tickets inside the festival grounds. The Special Designated Sample area will allow alcoholic beverages to be carried upto and into the Lottery tents but it would prohibit the sale of alcohol in that area. This requirement is mandated by the rules that the Lottery must operate under. The Nebraska Lottery is one of the sponsors for this years Ribfest.

Please direct any additional questions to Tom Lorenz, at 441-8744.



Pershing  
Auditorium

Special 50' x 50'  
Designated  
Sample Area

"N" Street

ennial Mall